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AUTHOR Parsigian, Elise K.
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ABSTRACT

Suggesting that the need for creative thinking, creative problem solving, and creative presentations binds the components of the field of communication (journalism, advertising, and public relations), this book presents a guide to proposal thinking and proposal writing for anyone in the field of communication. The book helps readers evaluate, verify, and analyze information to compose an evidenced-based proposition; target the intended audiences; eliminate counter arguments and resistance before the fact; and deliver an effectively researched and persuasively presented proposal. Chapters in the book are (1) Introduction: New Age Media Enterprise; (2) Media Proposals as Creative Problem Solving; (3) Media Proposal Classes and Types; (4) Pre-Proposal Activity I: Key Functions; (5) Pre-Proposal Activity II: Key Cognitive Functions; (6) Writing the Media Proposal I: Key Components; (7) Writing the Media Proposal II: Content and Style; (8) The Creative Factor: Cues and Insights; (9) Getting to "Yes": The Art of Proposal Delivery; (10) The Use and Display of Visuals. (RS)

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